Team IMP's
eakHen

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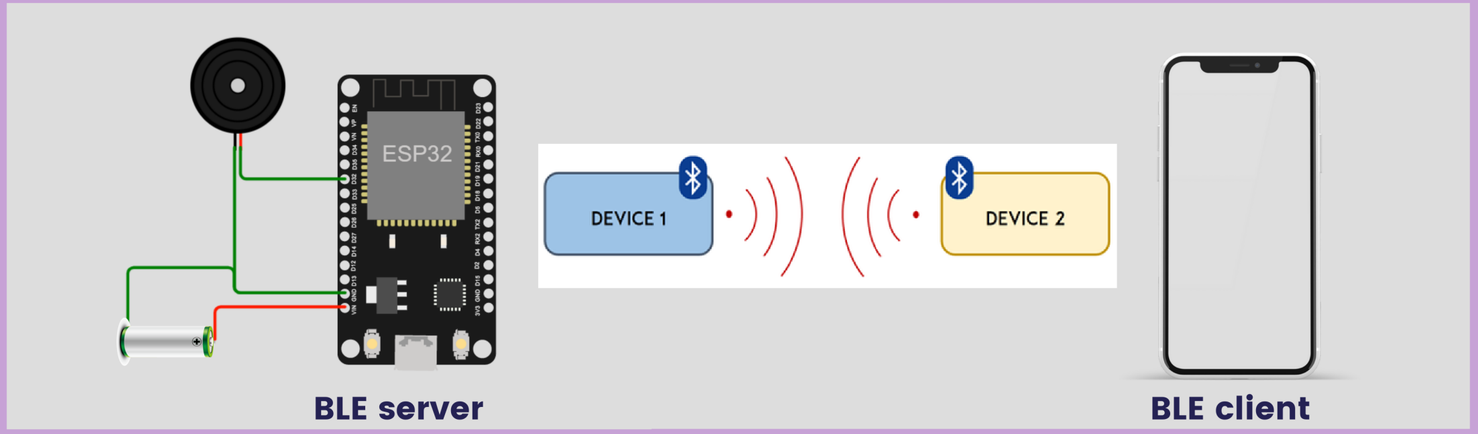
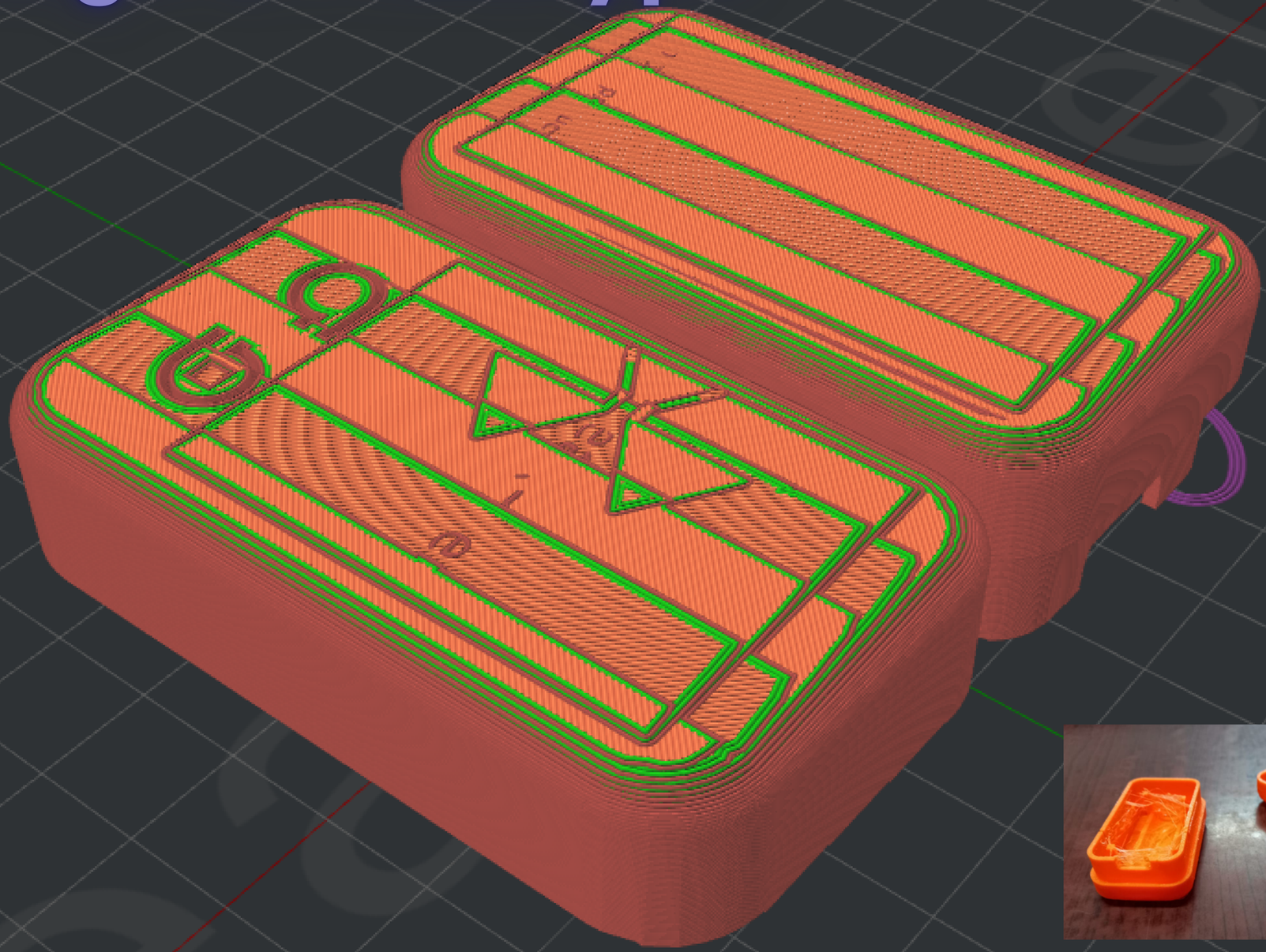
Product Features

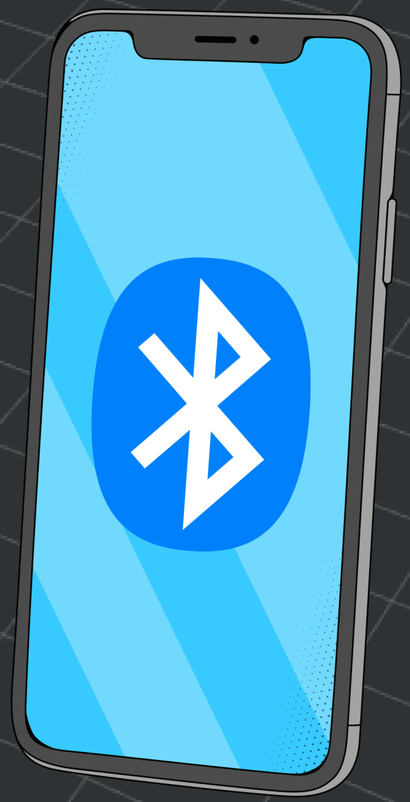
We have developed a product which is a Bluetooth based location detector for items such as car keys, charger, etc., which are easily misplaced items.

So, we developed a easily taggable beacon which works on Bluetooth Low Energy(BLE). We can also consider a client-server architecture, in which a mobile device serves as the client and a sensor serves as the server.

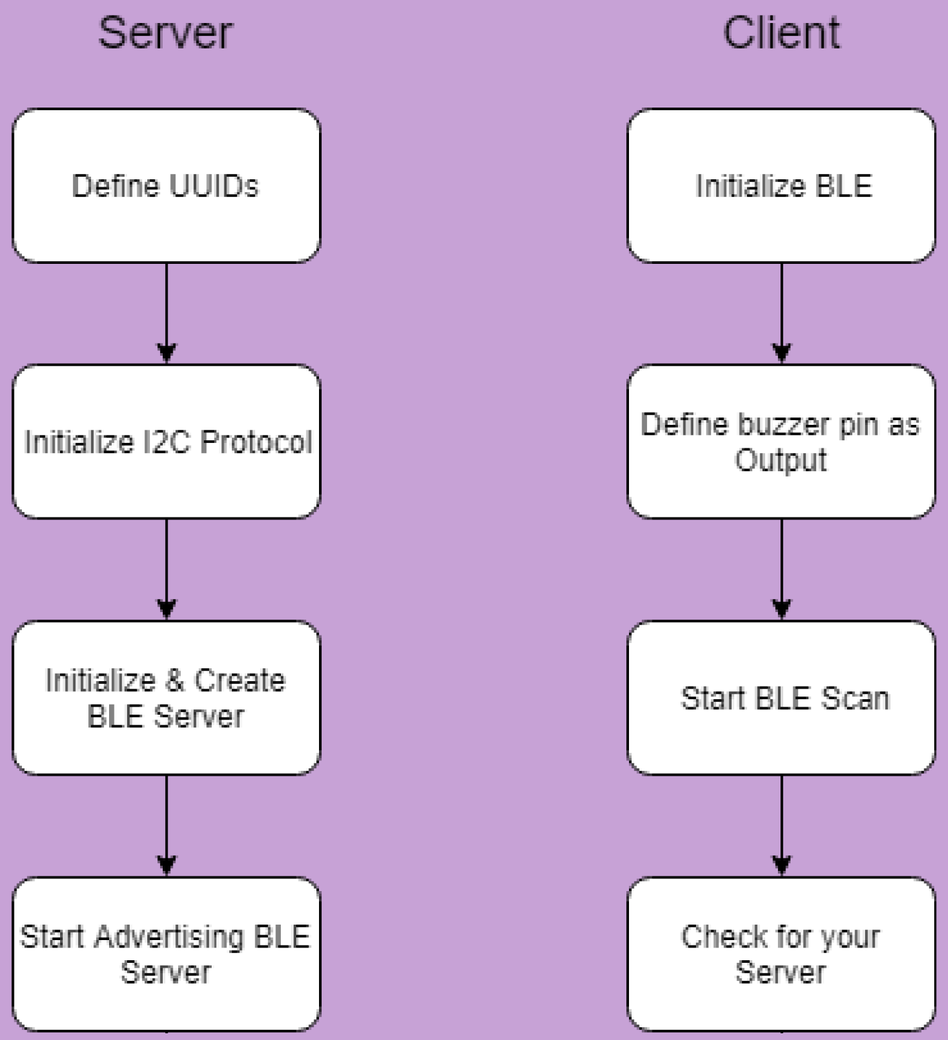


Design & Prototype

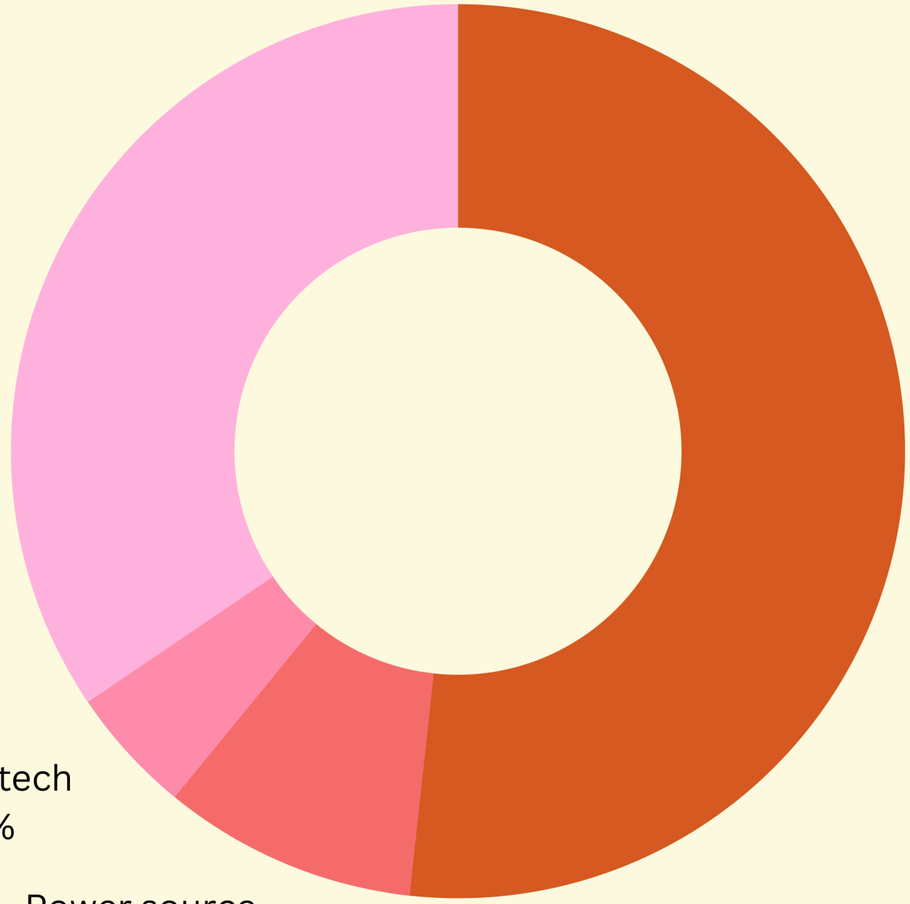




Process phase



Pricing analysis



Total BOM : Rs.500
Selling Price : Rs.800
Profit margin : 37.5%

Target Audience

- Target audience are individuals who are looking for a simple, convenient way to keep track of their belongings.

- Main consumer section will be families with young children, and seniors.

Market competition analysis

Strengths : Low cost, Open device compatibility

Weaknesses : Restricted to BLE connectivity

Opportunities : Attractive product for B2C market

Threats : Low-quality, low cost replicas

Relative Comparison

	BeakHen	AirTag	SmartTag
Design			
Smart home integration	✓	✗	✓
Huge network	✓	✓	✗
Future integration	✓	✗	✓
Cost	Rs.800	Rs.3500	Rs.1500

Promotion and Advertisements

- Emphasizing visual media advertisement campaigns on lost and found stories
- Strategic and open attack campaigns on the restricted ecosystem of competitors' devices
- Rigorous BETA-testing modelling and Tech-reviewing advertisements
- Simple, attractive, and eye-catching color schemes, as well as more capabilities that allow for user customization
- Print-media advertisement modelling with eye catching public designs focussed on B2C market

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"Knot lost!"